



**CALIFORNIA WORKFORCE INVESTMENT BOARD  
GREEN COLLAR JOBS COUNCIL  
MEETING NOTICE  
March 17, 2010  
9:30 a.m. – 12:30 p.m.**



Larry Gotlieb  
Chair

Chris Essel  
Vice Chair

**Sacramento Convention Center  
1400 J Street, Room 104, Sacramento, CA**

Arnold  
Schwarzenegger  
Governor

Barbara Halsey  
Director

---

**AGENDA**

- I. Introduction and Opening Remarks**
- II. Chair/Executive Director Updates:**
  - **California Green Workforce Initiative Updates**
    - **Clean Energy Workforce Training Program (CEWTP)**
    - **Regional Industry Clusters of Opportunity Grants (RICOG)**
    - **State Energy Sector Partnership (SESP) Update**
    - **Legislation Tracked by Staff**
- III. Labor and Workforce Development Agency Update**
- IV. Action Items:**
  - **Approval of February 16, 2010 Meeting Minutes**
  - **AB 3018 – Green Collar Job Council’s State Legislative Annual Report**
- V. SESP Advisors Introduction**
- VI. Information Presentations:**
  - **Strategic Growth Council; Greg Albright – Business, Transportation, and Housing Agency**
  - **ICF International; IBEW Energy Training Partnership Grant**
  - **Employment Development Department, LMID Employer Survey, Bonnie Graybill, Deputy Chief**
- VII. Discussion Items:**
  - **One Page Business Plan Review**
  - **Premise Document**
- VIII. General Discussions and Next Steps**
- IX. Public Comment**

---

Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Daniel Patterson for additional information.

**CALIFORNIA WORKFORCE INVESTMENT BOARD  
GREEN COLLAR JOBS COUNCIL  
February 16, 2010**

**California Energy Commission  
1516 Ninth Street  
Sacramento, CA**

**MEETING SUMMARY**

**I. Welcome and Introduction**

Chair, Barry Sedlik, opened the meeting and said that it had been one year since the Green Collar Job Council (The Council) had first convened. He mentioned that the Council had many accomplishments over the last year and would be discussed in detail later in the meeting. Council member introductions were made and those in attendance were:

Rodney Wilson for Speaker Karen Bass	Stewart Knox
Greg Albright for Secretary Bonner	Brian McMahon
Paul Feist for Secretary Bradshaw	John Dunn for Superintendent O'Connell
Jamil Dada	Peter Cooper for Art Pulaski
Nadia Leal for Senator Ducheny	Jose Millan for Jack Scott
Panama Bartholomy for Karen Douglas	Barry Sedlik
Sharon Anderson for Secretary Goldstene	Audrey Taylor
Marty Keller	

Mr. Sedlik then introduced Herb Schultz, the new director of California's American Recovery and Reinvestment Act (ARRA) Taskforce.

Mr. Schultz congratulated the Council for the work that it has done over the course of one year specifically the recent \$6 million award under the State Energy Sector Partnership (SESP) and Training Grant. He stated that, almost a full year after the Recovery Act was passed the focus in Washington D.C. is on jobs and representatives would be visiting states to discuss the ARRA. He mentioned that the Governor is very interested in the Green Workforce Initiative and that the partnerships created under this Council are being discussed at a national level.

Mr. Sedlik asked Mr. Schultz what is the biggest challenge regarding discretionary funds and what is the best way to move forward.

Mr. Schultz said that broader outreach needed to be done at the local and regional levels and more is needed to be done to connect potential partners. The taskforce is meeting with local representatives, non-profits and agencies and are explaining the best ways to do creative proposals. The taskforce's role is also to provide introductions around the state.

Mr. Sedlik offered any support needed, stating the Council has the experience and knowledge in partnerships.

## II. Agenda Item: Chair/Executive Director Updates

Ms. Barbara Halsey, California Workforce Investment Board (State Board), Executive Director, requested updates on the following state level partnership efforts:

- California Clean Energy Workforce Energy Training Program (CEWTP)

Panama Bartholomy of the California Energy Commission (Energy Commission) gave an overview of CEWTP. Thirty-four local partnerships received \$26.75 million in state and ARRA funds to train approximately 5,600 individuals under two programs:

- Green Building and Clean Energy and Pre-Apprenticeship and Re-training Partnerships
- Alternative and Renewable Fuel and Vehicle Technologies Workforce Development and Training Partnerships

Lynora Sisk from Employment Development Department (EDD) provided a status report of actions that have taken place since the CEWTP awards were announced. They are as follows:

- EDD, Energy Commission and CWIB have conducted three webinars to provide grantees information on program requirements, answer questions, and share resources. The next webinar is scheduled for February 24, 2010.
- EDD has processed all but four contracts, which have been delayed due to local board review.
- As of December 31, 2009, five grantees have enrolled a total of 244 participants. Six grantees will begin training in January 2010 and seven will begin training in February 2010.

- Home Star Regional Action Summits

Mr. Bartholomy shared information regarding the federal home energy retrofit initiative titled the Home Star Program. This program will provide homeowners incentives to make homes more energy efficient. He also mentioned a new home assessment program that could be used for financing home energy efficiencies measures. These programs would be the great green jobs driver over the next couple of years.

The Energy Commission, State Board, EDD, ETP is working with regional teams to ensure that regional partnerships made-up of public and private partnerships are formed to address this burgeoning demand. They are working on setting up 6-7 regional summits with workforce, education, contractors, and professional accreditation organizations to create or link regional collaborations that can ensure training that is demand driven and relevant.

- Regional Industry Clusters of Opportunity (RICOG)

Ms. Halsey provided an update on the status of the \$2 million RICOG program. Thirteen proposals were received from local workforce Investment boards (LWIB) and their partners. There will be 10 RICOG awardees, which will be announced in a pending Governor's Office press release. Technical assistance will be provided for RICOG grantees through regional action clinics.

Peter Cooper stressed the importance of having a good mix of partners participating in the regional action clinics.

- Legislation

Ms. Halsey gave an overview of the following legislation that is being tracked by State Board staff:

- AB 1378 – Veterans workforce program – committed to our returning veterans
- SB 964 – High speed rail workforce
- SB 2993 – Rebates for solar
- HR 4575 – Solar roofs & water system
- HR 4584 – New era – wind, etc.
- HR 4592 – Energy jobs for Vets

Mr. Bartholomy mentioned that as a part of the second half of the CEWTP the Energy Commission, with the assistance of the Employment Training Panel, they will be moving \$5 million in ARRA funding and \$3 million in Governor's 15% Discretionary funds to fund green training for incumbent workers. Mr. McMahon said that at the January ETP meeting, approved seven projects were approved totally \$2.7 million and the remaining project will be encumbered

### **III. Labor and Workforce Development Agency (LWDA)**

Paul Feist, Undersecretary for Green Jobs at LWDA gave an update on Agency activities. LWDA is working closely with the Governor's Office and will be visiting local businesses and promoting the green economy. CalBIS is working on business recruitment and retention. The clean/green portion of the CalBIS portfolio has grown significantly and now 40% of CalBIS clients are in clean/green industries; up from 13% in 2006. Also 30% of CalBIS clients are foreign investment.

LWDA is in the scoping phase of a \$22 million program that will fund five grants green economy grants to develop workforce infrastructure for tomorrow's green jobs. LWDA is also working on a \$12.5 grant solicitation targeting green jobs for veterans.

Mr. Feist mentioned the mentioned that the Department of Industrial Relations has created a program "I Built It Green", focused on green apprenticeship jobs.

### **IV. Action Items**

- December 9, 2009 meeting minutes were approved.

### **V. Discussion Items**

- State Energy Sector Partnership Grant (SESP) and Training Grants

Ms. Halsey went over the PowerPoint presentation covering the accomplishments of the Council during its first year. (PowerPoint is posted on the State Board's website)

She mentioned that the National Governor's Association (NGA) has asked to conduct a case study of the Green Collar Jobs Council. They may interview members of the Council regarding its work. NGA wants to use our model to show other states how they could manage their green economy.

In looking forward, Ms. Halsey suggested that the Council review and update the One Page Business Plan and the Premise document. She said the Council should be proud its accomplishments.

- AB 3018 – Green Collar Job Council’s State Legislative Annual Report

The draft of the AB 3018 report was presented. Mandated by legislation, this is Council's annual report to the Legislature on its major accomplishments. Ms. Halsey asked that any comments by Council members regarding the report be forwarded to State Board staff by March 1, 2010.

Marty Keller suggested that the Council take a look at what they should be doing for the next year. The Council should consider calendaring targeted accomplishments. He also suggested that Council should take in consideration how other countries (i.e., China, India, etc.) interact with California’s (green) economy. Also, he stated that training should follow the economy.

Ms. Halsey noted that staff will be inviting to the next meeting SESP Advisors to provide additional insight from the perspective of representatives from industry. They would be able to provide additional information to the Council about the emerging business trends.

Mr. Sedlik said the council should aside a significant amount of time at the March meeting for a discussion about engaging the business community.

## VI. Information Presentations

- Next 10 Report – *Many Shades of Green*

Doug Henton of Collaborative Economics said he was pleased to see the progress of the Council. He explained that Next 10’s mission is to look at the next 10 years, specifically in two areas - the budget and the green economy. They look at the California’s ability to generate new green jobs. They released information at the state level and now want to bring it down to the regional level for use by the grantees.

Mr. Henton gave a PowerPoint overview of Next 10’s report *Many Shades of Green* (PowerPoint is posted on the State Board’s website). He said that there will be an update on the statewide data in March 2010 and there will be annual updates of *Many Shades of Green*.

Mr. McMahon asked if there are any variables that might affect the projections. Mr. Henton responded that three things could affect the projections: the global economy, public policy and technology. He went on to say that part of the success of the green economy in California is the constant public policy and there is a strong possibility of technology breakthroughs because of California’s research capabilities. California needs a framework of innovations for continued growth.

Audrey Taylor recommended that The Council should distribute copies of the report to local leaders. Mr. Henton said that the *Many Shades of Green* report could be downloaded at the Next 10 website. Also the staff at Next 10 would be able to provide an array of information electronically.

Mr. Sedlik asked how venture capital was approaching the green economy. How does it differ from the previous investments in the IT industry? Mr. Henton explained that green was much more like biotechnology. Because it is longer term, venture capital can only go so far then it is

necessary to look for public venture. To scale a project or go global will require a match of public investment to private venture. How to do this will be the challenge. A good example is Solendra, which is getting public funding from the Employment Training Panel.

## Council Member Updates:

- Marty Keller – The next Governor Conference on Small Business & Entrepreneurship is scheduled for April 26, 2010.
- Audrey Taylor – There is a real need to help seed companies. Collaboration is necessary to figure out how jobs are created. Ms. Taylor had the opportunity to attend the USDA Jobs Forum. One of the most significant problems is the ability of businesses to access programs. Most business owners don't have the time and more concerned with the impact of laying-off employees.
- Sharon Anderson – Gave an overview of the next steps the Air Resources Board (ARB) would be undertaking regarding regulatory issues. She mentioned that the ARB would be offering a workshop for 120-125 small businesses at the Green Summit in March 2010.
- John Dunn – Reported that the Twin Rivers Adult School is partnering with the LWIB, City of Sacramento, and County of Sacramento to develop and run a weatherization training apprenticeship program. The plan is to work with the partners to purchase older homes in the region and renovate them to be more energy efficient, and sell the property to low income borrowers. This model may be replicated statewide.
- Gregg Albright – The Business, Transportation and Housing Agency (BTH) has been working in the area of goods movement and the challenges between the use of diesel and public health. Mr. Albright sees new industries beginning to emerge as a result of lower emissions in the movement of goods.

The Strategic Growth Council will be distributing Prop 84 funds. \$60 million will be distributed for urban green projects and \$60 million to develop plans to address the requirements of AB 32 and SB 375. BT&H will meet with communities on their sustainability community strategies/plans.

- Jose Millan – Reported that additional funding would be coming from federal programs. Mr. Millan thought that the work of the Council has been accomplished because of the various pools of funding throughout the state. The Council should be aware of random acts of funding.

Ms. Halsey said that an update of the funding chart that captures all funding streams would be available for the March meeting.

- Peter Cooper – The California Labor Federation received \$750,000 from ETP for a joint apprenticeship program.
- Jamil Dada – Stated that job creation is necessary. During his recent trip to D.C. he said that every federal agency said something different. There are nine different departments with workforce funding but none of them talk to one another. At this time it appears the Workforce Investment Act reauthorization is not on the table. He said that the Council should focus on business at the next meeting. The feedback from chambers of commerce and businesses is they are a bit afraid of green. The Council needs to do a better job educating businesses to mitigate their fears.
- Bonnie Graybill from EDD's Labor Market Information Division (LMID) gave an update on the Green Economy Survey. During November 2009, LMID sent out last chance to respond

letters and doubled the responses to 30%. She also stated that 8% of the employers in the initial survey had gone out of business since their initial response to the survey. The next steps be to do an analysis of the survey data, then prepare an overall summary report, first engaging businesses to review the data, and then follow up with subsequent reports focusing on industry and geographic breakout to the extent data will allow.

Mr. Sedlik asked Ms. Graybill if the survey information on business closure reflects the whole California economy. Ms. Graybill said that new economic benchmarks would be released in March 2010. Mr. Dada mentioned that the Department of Commerce data showed a 12% business closure rate.

Ms. Anderson said that she had understood that the Council was going to develop an ad-hoc advisory committee for green businesses. Ms. Halsey said it would part of the SESP in the form of assembling a group of SESP Advisors, which is being worked on by staff. SESP Advisors will be briefed by staff on Council's activities and will be attending the March meeting.

## **VII. General Discussions and Next Steps**

Ms. Taylor suggested we add a representative from the Department of Conservation to the Council

Mr. Feist suggested that the Council to do more work identifying pathways to career jobs in the green economy, while not overlooking the role and growth of entry level jobs in this area. Also, consider career transformation for those with advanced degrees.

Ms. Halsey suggested that the Council focus broadly, looking at venture capital investments and research & development ultimately linking them to workforce and economic development planning.

Ms. Halsey summarized the next steps and activities for the March 17<sup>th</sup> council meeting including:

- Staff would provide an updated funding summary
- The Council would review the One Page Business Plan and the Premise document in preparation for a discussion on the direction of the Council for the upcoming year including how the Council could engage businesses and pursue international opportunities

## **VIII. Public Comment**

None was received.

## **Meeting Adjourned**



**DRAFT**

Developing California's  
Green Economy Workforce:  
**The Green Collar  
Jobs Council**

2009-2010 Annual Report  
to the Legislature

April 2010



## TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
INTRODUCTION	5
2009-2010 Activities	6
CALIFORNIA'S GREEN WORKFORCE INITIATIVE	7
Clean Energy Workforce Training Program (CEWTP)	8
State Energy Sector Partnership and Training Grants (SESP)	9
Regional Industry Clusters of Opportunity Grants (RICOG)	11
GREEN SUMMITS AND CALIFORNIA REGIONAL ACTION CLINICS	12
Green Summits in Northern and Southern California	12
California Regional Action Clinics	13
OBTAINING TIMELY AND USEFUL INFORMATION ON CALIFORNIA'S	
EMERGING GREEN ECONOMY	13
California Green Economy Survey	13
Many Shades of Green	16
FUTURE STRATEGIES OF GREEN COLLAR JOBS COUNCIL	17

### **Appendices**

Appendix I: Members of the Green Collar Jobs Council	
Appendix II: One-Page Business Plan	
Appendix III: Premise	
Appendix IV: State Energy Sector Partnership Regional Teams	
Appendix V: State Energy Sector Partnership Advisors	
Appendix VI: Regional Industry Clusters of Opportunity Grants Award List	

---

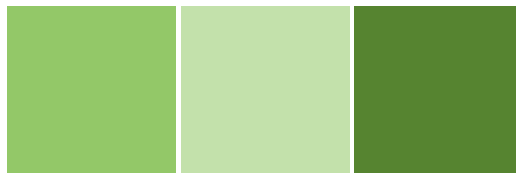
## EXECUTIVE SUMMARY

Assembly Bill 3018 (*AB 3018, Núñez, Chapter 312, Statutes of 2008*), also known as the California Green Collar Jobs Act of 2008, requires the California Workforce Investment Board (State Board) to establish a special committee known as the Green Collar Jobs Council (the Council). AB 3018 requires the Council to undertake activities aimed at developing a green workforce strategic initiative for California and to annually report to the Legislature on those activities. This report, *Developing California's Green Economy Workforce: The Green Collar Jobs Council 2009-2010 Annual Report*, outlines the Council's achievements and activities from April 1, 2009 through March 31, 2010. During its inaugural year, the Council along with its partners engaged in the following activities aimed at developing a sustainable, green workforce in California:

- Partnered in the development of The Clean Energy Workforce Training Program (CEWTP). This competitive grant opportunity leveraged state and federal funding to provided 34 workforce development partnerships \$28 million to train approximately 5,600 unemployed, underemployed and new workforce entrants for jobs in energy efficiency, renewable energy, and alternative and renewable fuel and vehicle technologies.
- Successfully competed for the State Energy Sector Partnership (SESP) and Training grant from the Department of Labor (DOL), receiving \$6 million that will enable the Council to support further green workforce development activities in 2010-2011.
- Released the Regional Industry Cluster of Opportunity Grant (RICOG) solicitation resulting in grants to local WIBs which will support the development of data-based, demand driven solutions for each region's economy and its related workforce needs. Grantees will be supported with expert assistance in:
  - ◆ Collecting and utilizing regional economic and labor market data to drive regional planning
  - ◆ Crafting regional partnerships that will lead to the development and implementation of effective sector initiatives
  - ◆ Aligning available funding, resources, and systems to meet the needs of economic drivers within the region
- Initiated Regional Action Clinics (Action Clinics) for grantees and partners which will assist California's local Workforce Investments Boards (local WIBs) and others with the following:

- ◆ Educating regional partners on the fundamentals of sector strategies
  - ◆ Sharing information as it becomes available on green job projections by region
  - ◆ Delivering issue specific technical assistance to all grantees
  - ◆ Allowing for trouble-shooting while projects are underway
  - ◆ Supporting the development of regional collaboration by introducing partners, information or strategies that strengthen regional sector initiatives
  - ◆ Providing a setting where information and promising practices can be broadly shared
- Collaborated with the Employment Development Department (EDD) and with Next10 to disseminate statewide green workforce data.

The Council recognizes both the opportunities and challenges presented by the green economy and will continue its practice of building and enhancing partnerships with the public and private sectors. In 2010-2011, the Council and its partners will continue to develop high impact and meaningful initiatives that will connect California's large and diverse workforce with the opportunities presented by the green economy.



## INTRODUCTION

Senate Bill 293 (*SB 293, Ducheny, Chapter 630, Statutes of 2006*) requires the California Workforce Investment Board (State Board) to develop a comprehensive workforce strategy that will transform California's workforce investment system and support the State's regional economies. SB 293 requires that the state take a more systemic approach to workforce development- understanding California's diverse set of industries and regional economies and tailoring policies towards the needs of industries and regions. The State Board's goal was not to engage in only transactional efforts, rather in transformational initiatives that addressed the demand of key industries though out the state.

This goal resulted in the State Board's adoption and development of Sector Strategies as the framework for regional prosperity in September of 2008. A sector strategy is not just another workforce training initiative, rather it is a regional economic competitiveness model that identifies the emerging and/or evolving needs of business and develops the skilled workforce required to fulfill that need. Through sector strategies, the State Board has placed greater emphasis on Sector Strategies.

### What Are Sector Strategies?

- ◆ *Data driven planning, understanding economic and labor market trends to guide planning, investments, and program design;*
- ◆ *The building of regional collaborative capacity to fully address the needs of a rapidly shifting economy; and*
- ◆ *The ability of the public workforce system to innovate and to develop new ways to respond to the changes facing California in a comprehensive manner through broad and deep partnerships.*

Assembly Bill 3018 (*AB 3018, Núñez, Chapter 312, Statutes of 2008*), also known as the California Green Collar Jobs Act of 2008, required that the California Workforce Investment Board adopt a sector strategies approach to workforce development in the emerging Green Economy. The formation of the Green Collar Jobs Council (the Council), also mandated by AB 3018, created the state level partnership required to facilitate an industry driven discussion of California's Green Workforce needs.

With the vision and mission clearly identified, the Council directed State Board staff to identify opportunities for alignment of the initiatives/scoping plans of the various state agencies, to look at how planned investments in workforce development initiatives from multiple funding

sources could be leveraged, and to identify existing mechanisms within state government that could be used to implement a statewide green jobs training initiative.



## 2009-2010 ACTIVITIES

Through discussion and input from Council members and variety of stakeholders including State agencies, various philanthropic organizations, community based organizations, and others, it was believed that the Council needed to establish guiding principles to ensure the decisions and recommendations it made would have the greatest benefit to this rapidly growing sector of California's economy. Over the course of three meetings, the Council articulated values and guiding principles it would use to approach its work in *The Green Collar Jobs Council's Position on the Green Economy and Green Collar Jobs -- A Foundation for Deliberation and Investment*, also known as the Premise Document (See Appendix @ for the complete Premise Document).

### Vision Statement of the Green Collar Jobs Council

*"Over the next 18 to 24 months the Council will identify and facilitate the development of the framework, funding, strategies, programs policies, partnerships and opportunities necessary to address the need for a highly skilled and well-trained workforce in support of California's green businesses and economy. Through its work, the Council will serve as a catalyst for the creation of sustainable regional sector strategies that will be managed through regional partnerships."*

### California's Innovative Environmental Initiatives

*"The State of California has long been a national and international leader on environmental, natural resource, pollution prevention, and energy issues, as well as recent landmark laws in the areas of climate change, renewable energy, energy efficiency, and alternative transportation fuels,"*

~Green Collar Jobs Act of 2008

In its first full year, the Council focused on developing a understanding of California's green economy and of the funding resources available through its State Agency members. Through its deliberative process, the Council provided a platform for its members to share common goals, develop a better understanding of the relationship between regulation and its economic impact, understand how California's climate policy "loading order" would influence the development of the green economy, and begin to understand how each Agency's initiatives could be better executed if well coordinated with other partners. As part of this process, it explored ways to



strategically align State resources for the purpose of creating a leveraged “investment pool” which could fund statewide workforce training projects. With the passage of the American Recovery and Reinvestment Act (ARRA), the Council saw an opportunity to leverage one-time federal funding as part of the investment strategy. Encouraging staff representatives from each Agency to work together, the Council effectively drove the development of California’s Green Workforce Initiative (CGWI) and a new funding strategy which called for innovative partnerships with businesses, local workforce investment boards, educational entities, community based organizations, philanthropic organizations, and local and state government entities. This strategy not only demonstrated an efficient use of taxpayer dollars, but its development aligned the experience and expertise of critical partners in the delivery of relevant “green” workforce training.

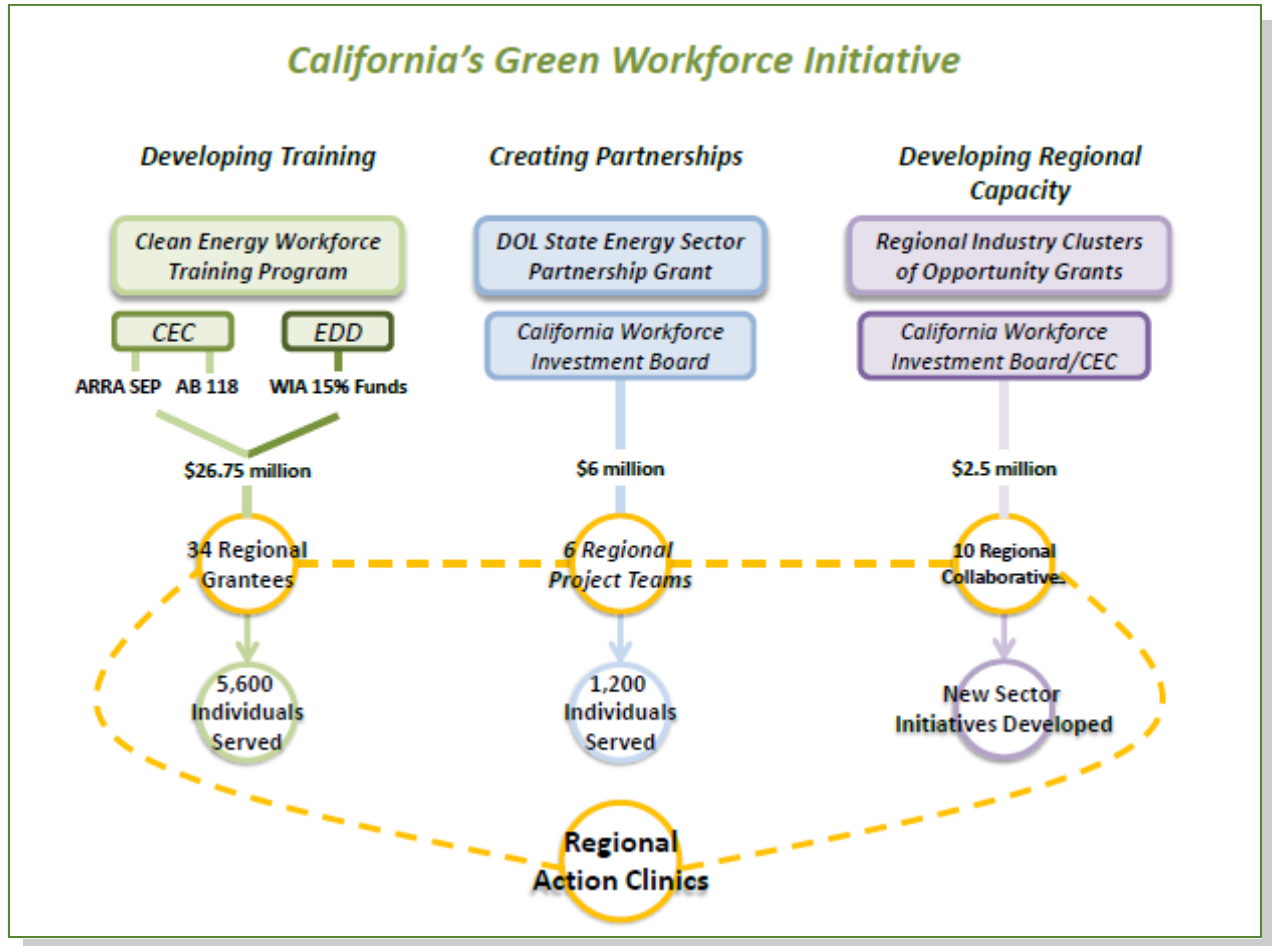
## CALIFORNIA’S GREEN WORKFORCE INITIATIVE

Influenced by principles within the Council’s Premise Document, California’s Green Workforce Initiative (CGWI) combines funding from the public and private sectors to create what is believed to be the nation’s largest green job workforce development program. Federal funding came in the form of ARRA State Energy Program (SEP) funds while state funding was provided by the California Energy Commission’s (Energy Commission) Alternative and Renewable Fuel and Vehicle Technology Program which was established by AB 118 (*AB 118, Núñez, Chapter 750, Statutes of 2007*) and by the Governor’s Discretionary WIA funds. California’s Green Workforce Initiative is a multi-faceted project that implements a sector strategy approach, creates and fosters regional partnerships, leverages the resources of government agencies through collaboration, supports the development of regionally relevant training programs, supports regional capacity development, and seeks to ensure sustainability of effective regional sector initiatives. The following activities are the primary pillars that support the CGWI: the Clean Energy Workforce Training Program (CEWTP), the State Energy Sector Partnership and Training



Grant (SESP), and the Regional Industry Cluster of Opportunity Grants (RICOG). Figure 1 provides a summary of these activities.

**Figure 1**



## Clean Energy Workforce Training Program (CEWTP)

In March 2009, the Council, the Labor and Workforce Development Agency (LWDA), the Energy Commission, the Employment Development Department (EDD), the Employment Training Panel (ETP), and the State Board established the Clean Energy Workforce Training Program (CEWTP), the nation's largest state-sponsored green jobs training program. The CEWTP provides grants to promote the use of industry sector strategies for training workers in occupations related to energy efficiency, water efficiency, renewable energy (distributed generation and utility-scale), and alternative and renewable transportation technologies.



Thirty four local workforce development partnerships received \$26.75 million in state and ARRA funds to train approximately 5,600 unemployed, underemployed and new workforce entrants through the following programs:

- ◆ Green Building and Clean Energy Pre-Apprenticeship and Re-training Partnerships
- ◆ Alternative and Renewable Fuel and Vehicle Technologies Workforce Development and Training Partnerships

The local partnerships consist of a local Workforce Investment Board (local WIB) and a community college as well as community, labor, and other nongovernmental organizations. The partnerships are required to assemble an advisory council of local green businesses and will provide trainees with job placement services through existing WIB/One-Stop Career Centers. Funding through the Solicitation for Proposal is from four sources: \$14.5 million of ARRA funds, \$3.5 million in Alternative and Renewable Fuel and Vehicle Technology Program funds provided by the Energy Commission, and \$10 million from Workforce Investment Act Governor's Discretionary funds. Grantees provide an additional \$23 million in public-private partnership matching funds.

Under the first phase, participants will receive training that will lead to variety of green-related degrees and certificates designed to help develop the state's low carbon, clean energy economy of tomorrow.

### **State Sector Energy Partnership and Training Grants (SESP)**

On January 20, 2010, California was awarded a \$6 million State Energy Sector Partnership (Sector Partnership) and Training grant from the Department of Labor (DOL). The Green Collar Jobs Council, acting as the Sector Partnership, will now utilize this funding to support six Regional Teams (*see Appendix 4 for a listing of Regional Teams*) in the development of training programs in emerging energy efficiency and renewable energy industries. This grant opportunity compliments the Council's existing work by supporting the following activities:

- ◆ Create an integrated system of education, training and supportive services that promotes skill attainment and career pathway development for low-income, low-skilled workers leading to employment in green industries
- ◆ Support California in implementing a statewide energy sector strategy including the Governors' overall workforce vision, state energy policies and training activities that lead to employment in targeted industry sectors

- ◆ Build and strengthen partnerships dedicated to building a skilled clean energy workforce
- ◆ Develop new partnerships with other agencies receiving Recovery Act funds to support strategic planning and implementation efforts
- ◆ Ensure that education pathways established under existing grant projects are articulated across California's educational institutions
- ◆ Encourage the publication of curricula developed under all grant projects

California will accomplish the grant's goals through the formation of a Sector Partnership that will oversee and enhance the operations of Regional Project Teams. The Sector Partnership represents a comprehensive collaboration of state and local government, community based organizations, industry representatives, education, and labor organizations, which mirrors the membership of the existing the Council. The Council will serve as the foundation for the Sector Partnership required by DOL. Its membership will be augmented to include key advisors and industry representatives whose role will be to advise the Council on supporting the Regional Teams (*see Appendix V for a list of advisors*).

The SESP is a critical component to the advancement of the California's Green Workforce Initiative. It builds on funding commitments already made under CEWTP. Five Regional Project Teams were selected from the 52 applicants that submitted proposals in response to the CEWTP solicitation for proposals. After selection of the five Regional Project Teams to be included in the State Energy Sector Partnership, it became apparent that there was a service gap in California's Central Valley. To remedy this situation, a sixth Regional Project Team will be developed under the SESP through engagement with local WIBs that serve the San Joaquin Valley. In addition, activities undertaken as part of the State Energy Sector Partnership will benefit from new information and strategies emerging from the Regional Industry Clusters of Opportunity Grant. The SESP activities will be aligned with and supported by technical assistance imbedded in the RICOG framework. Under the SESP, the maximum award per Regional Project Team is \$900,000.

Figure 2 describes the training activities that will be delivered by the Regional Project Teams.



**Figure 2**

Regional Team	Geographic Area	Target Industry Sector	Training Activities
<b>San Diego Workforce Partnership</b>	San Diego County (Urban)	The following targeted industries will be the first to demonstrate job growth and expanding career pathways:	<p><b>Green Building Partnership</b> programs includes classroom and hands-on training that provides green building principles, building science fundamentals and State energy code licensure laws for either the residential or commercial construction sector.</p> <p><b>Clean Energy Retraining Partnership</b> programs include classroom and hands-on training that provides principals and construction skills on installation of utility-scale renewable energy fields including generation, transmission or distribution technologies.</p> <p><b>Pre-apprenticeship training</b> will provide an understanding of basic construction practices/technologies with a solid grounding in green building, energy and water efficiency, and the installation of utility-scale renewable energy fields including generation, transmission, or distribution to prepare individuals for work in the building retrofit or utility-scale renewable energy field.</p> <p><b>Alternative and Renewable Fuel and Vehicle Technologies</b> training entail classroom and hands-on green transportation related training.</p>
<b>Sacramento Employment and Training Agency</b>	Sacramento Metropolitan Region (Urban)	Energy and Water Efficiency	
		Demand Response	
		Renewable Energy	
<b>Northern Rural Training and Employment Consortium</b>	Northern California Counties (Rural)	Electricity Transmission and Distribution Infrastructure	
<b>Los Angeles City Workforce Investment Board</b>	LA City, Greater LA Area (Urban)	Clean Vehicle & Renewable Transportation Fuels Industries	
<b>Alameda County Workforce Investment Board</b>	East Bay Region, Alameda and Contra Costa Counties (Urban)		

## Regional Industry Clusters of Opportunity Grants (RICOG)

In response to the adoption of sector strategies, the State Board placed additional emphasis on data driven analysis as the foundation for effective workforce initiatives. To support this effort, the State Board collaborated with the Labor and Workforce Development Agency (LWDA), the Energy Commission, and the Economic Strategies Panel (ESP). Continuing to promote collaborative funding, this grant opportunity leveraged state and federal funding from ARRA, WIA, and the Alternative and Renewable Fuel and Vehicle Technology Program (AB 118), netting a total of \$2.5 million to develop Regional Industry Clusters of Opportunity (RICOG) strategies. The State Board announced the availability of RICOG in October 2009.

Ultimately, the goal of this funding opportunity is to enhance the economic competitiveness of regions throughout the state by bolstering regional capacity to identify growing industries, supporting collaborative strategic planning and encouraging the alignment of public/private resources available in a region—all for the purpose of enhancing each area’s economic competitiveness. With the proper technical assistance and support, regional partnerships will benefit from the following:

- ◆ Assistance with data driven economic and labor market diagnosis
- ◆ Assistance with crafting regional partnerships, including partnerships with business which will lead to development and implementation of effective, demand-responsive sector initiatives
- ◆ Information on methods for leveraging funding, resources and systems to implement these initiatives
- ◆ Focused planning for sustainability of an initiative after initial funding ends

Training and assistance will be provided through Action Clinics. It is anticipated that regions participating in this project will have a clearer understanding of the dynamism of the region’s economy, establish shared responsibility for meeting the needs of this dynamic economy across critical institutions, and begin considering broader organizational policy changes that would sustain and expand regional cluster of opportunity strategies and provide a lasting mechanism to support ongoing collaboration among partners.

In February 2010, ten Local Workforce Investment Boards were announced as RICOG grantees. *(See Appendix V for RICOG Award List)*



## **GREEN SUMMITS AND CALIFORNIA REGIONAL ACTION CLINICS**

In addition to the grant programs, the Council and the State Board initiated and conducted a series of Green Summits and California Regional Action Clinics aimed at educating stakeholders on sector strategies, providing technical assistance to grantees, and to serving as a platform to encourage government, business, and the nonprofit sectors to collaborate as they considered how to address their regional green economy.

### **Green Summits in Northern and Southern California**

In August 2009, Green Summits were conducted in West Sacramento and Diamond Bar to introduce the framework for the Green Workforce Initiative, share information on the CEWTP grant opportunity, and facilitate the formation of regional clean energy workforce training partnerships with the state's workforce development community.

### **Regional Action Clinics**

The Regional Action Clinics (Action Clinics) provide an opportunity to educate regions on the fundamentals of sector strategies, to share information as it becomes available on the green/clean job projections by region, to deliver issue specific technical assistance, to allow for trouble-shooting while projects are



underway, and to serve as the platform for a community of learning to advance the knowledge and implementation of the State's Energy Sector Strategy. The Council wanted to ensure that the Action Clinics were hands-on sessions that resulted in action rather than strictly informational meetings.

On December 9<sup>th</sup>, 2009, the Council hosted the first Action Clinic for the CEWTP grantees and the SESP Regional Teams. The Action Clinic provided attendees with information on sector strategies, on understanding and using data, and on regional partnership roles. The event was facilitated by representatives from the National

Governors' Association (NGA), National Network of Sector Partners (NNSP), and Corporation for a Skilled Workforce (CSW).

Additional Action Clinics will be developed to support the Clean Energy Workforce Training Program and the State Energy Sector Partnership.



## **OBTAINING TIMELY AND USEFUL INFORMATION ON CALIFORNIA'S EMERGING GREEN ECONOMY**

The State Board has collaborated with partners in state government, education, and the non-profit sector to obtain quantitative and qualitative information on recent developments affecting California's emerging Green Economy. In May 2009, EDD's Labor Market Information Division launched its Green Economy Survey. The nonprofit organization, Next 10, released its report, *Many Shades of Green: Diversity and Distribution of California's Green Jobs*, in December 2009. The findings of these projects provide a snapshot of how this emerging economy will provide opportunities for the State's workforce. Those opportunities exist across California's economic regions, within several industries, and call for a wide range of skill-sets - from entry level to advanced. Because job opportunities in this economy are diverse and still developing, using data-driven analysis as our foundation for understanding how the green economy is developing by region, and translating that into meaningful information that can influence the structure of training for the State's workforce is crucial.

### **California Green Economy Survey**

In May 2009, EDD's Labor Market Information Division launched the Green Economy Survey (Survey) in collaboration with LWDA, ESP, the Energy Commission, the Air Resources Board, Community Colleges Centers of Excellence, and the State Board.

The Green Economy Survey has the following objectives:

- ◆ Obtain an estimate of the current number of green jobs in California
- ◆ Identify the current and changing business practices that are helping California to achieve a cleaner, more sustainable environment, in terms of both producers and users



- ◆ Identify the current and changing business practices that are helping California to achieve a cleaner, more sustainable environment, in terms of both producers and users of green or sustainable technology/energy
- ◆ Identify the occupations that will emerge as California's economy becomes greener
- ◆ Identify resources and strategies to assist businesses in cutting costs by reducing energy usage and greenhouse gas emissions

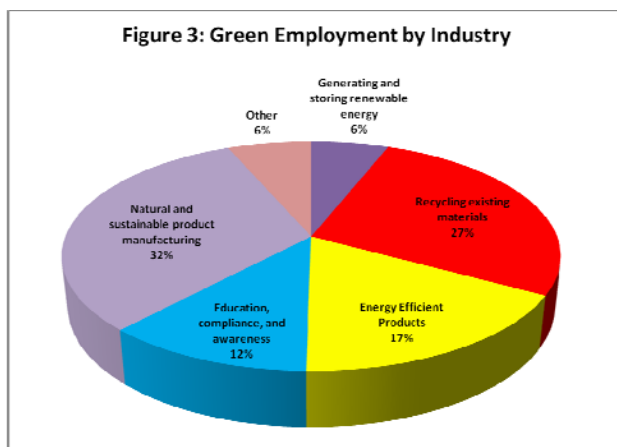
The Survey was mailed to a random stratified sample of over 50,000 California employers representing all industries, size classes, and counties. The mailing was followed with intensive telephone outreach with the goal of increasing the number of businesses that participate in the Survey. The Survey asked businesses to:

- ◆ Identify green jobs in their firm (based on the working definition developed EDD which can be viewed at <http://www.labormarketinfo.edd.ca.gov/contentpub/GreenDigest/Californias-Draft-Definition-Green-Industries.pdf> )
- ◆ Describe the sustainable business practices they use
- ◆ Identify specific occupations they might employ for a follow up survey designed to get a better understanding of skills and workforce development needs

EDD has received responses from 15,000 employers and based on an analysis of the data submitted, the following are key preliminary findings:

- ◆ 9.2% of employers report employees working on green products and services
- ◆ 3.7% of all workers are working on green products and services compared to 1.6% of workers in Washington State, 3.0% of workers in Oregon, and 3.0% of workers in Michigan.
- ◆ 66% of green workers spend more than half time on green aspects of job
- ◆ 62% of employers report using at least one green business practice
- ◆ 80% of current green workers were trained on the job
- ◆ 8% of employers in the initial sample have gone out of business during this difficult time in our economy

**Figure 3 shows EDD's estimates of total green employment by category:**



EDD has completed data collection for their Green Economy Survey, and will analyze the data and develop a series of analytical reports during 2010, including an overview on California's green economy (anticipated release during the Spring) and subsequent industry-based and regionally-based analyses to the extent that the data support those analyses. Also during 2010 and into 2011, EDD will conduct detailed occupational follow up research related to the emerging occupations identified in their Survey. The end result of that occupational research will be a series of occupational profiles to support career choice and workforce development.

## Many Shades of Green

On December 9<sup>th</sup>, 2009 the State Board and Next 10 hosted a Green Jobs Conference with the release of *Many Shades of Green: Diversity and Distribution of California's Green Jobs*. This green jobs report provides the most comprehensive green jobs accounting to date, systematically tracking the most recent available data on green companies, job type, location and growth across every sector and region of California.

*Many Shades of Green* highlights the ample opportunities for workers in California's green economy. The industries studied in the report are energy efficiency, green transportation, energy generation, water & wastewater, and air & environment. Between 1995 and 2008, the number of green businesses in California

***"The data show that green sector businesses are taking root across every region of California.... While green jobs clearly cannot solve the state's current unemployment challenges, over time these jobs could become a growing portion of total jobs in California."***

F. Noel Perry,  
Founder



increased by 45 percent. Employment in these businesses grew 36 percent while total jobs in the state expanded by only 13 percent. Just between 2007 and 2008, green jobs grew five percent while total jobs dropped one percent.

Additionally, the employment opportunities in green businesses exist for all types of workers—from PhD scientists and engineers but also a variety of technicians requiring two-year training as well as support occupations offering on-the-job training. Also, the jobs in the green economy represent occupations that already exist such as electricians, power systems operators, electrical line installers, repairers, carpenters, and environmental scientists.

The job opportunities exist in most regions of California. The Sacramento area experienced 87 percent job growth in the green sector from 1995 through 2008. Other areas of high growth include 57% green job growth in San Diego, 51% green job growth in the Bay Area, and 50% job growth in Orange County and in the Inland Empire. The opportunities exist in



the San Joaquin Valley as well, which posted 48% green job growth in that period. Different green industries are represented across the state. While the Bay Area has the most environmental consulting jobs, Los Angeles has the most energy storage and recycling and waste jobs.

## **FUTURE STRATEGIES OF GREEN COLLAR JOBS COUNCIL**

California faces a wide variety of economic and environmental challenges. Statewide unemployment increased from 8.7% in December 2008 to 12.4% in December 2009. Additionally, as California struggles with pollution in its air, water, and lands, it has implemented landmark policies aimed at reducing carbon dioxide emissions, aggressively promoting renewable energy resources, encouraging energy efficient practices in new and existing buildings, and introducing new fuels and technologies to California's transportation sector. These new policies present a broad swath of economic opportunities for Californians. The Green Collar Jobs Council- with a membership that includes representatives from government, business, labor, and the nonprofit sector- is in a unique position to collect information and build partnerships to link California's environmental policies with economic opportunity for all Californians. Those opportunities exist from entry level technicians who could receive on the job training to PhD scientists and engineers. In addition to focusing on the needs of entry level workers, the Council will turn its

attention to mid- and high- level occupations, understanding that many of our dislocated workers and returning veterans may require retraining to prosper in the emerging green economy. By deploying these strategies, the Council hopes to minimize the risk California faces of losing higher wage jobs and workers with advanced skills to other states or to other countries. Additionally, the Council will continue to pursue insight from key industry representatives on how to reach out to businesses regarding the effective use of private and public resources to address their competitiveness issues. Just as there is interest in understanding and developing effective strategies to meet the needs of emerging businesses and develop skilled workers for the jobs they will create, the Council recognizes that many of California's businesses will require assistance in turning the greening of the economy into market opportunities. As new environmental regulations are implemented it will be critical to design strategies to retain, re-equip, and re-train these traditional economic drivers in order to retain the job base they represent, and to bolster their opportunities for participation in this economic transformation.

In the upcoming year, the Council will refine its existing relationships and strategies, and will continue to explore how it can connect additional state, federal and local government entities in a collaborative approach to meeting the demands of California's green economy. The Council will also focus on increasing the engagement of the business community as a

key contributor to its understanding of how environmental policies and regulations effect business and employment opportunities within the state.

The Council will continue to engage with regional partnerships which include local WIBs, education, economic development, business and others as they learn about the needs and opportunities that exist within their regional green economies. The Council understands that other organizations such as the California Public Utilities Commission and the California Environmental Protection Agency's Air Resources Board are evaluating workforce investment strategies. The Council believes the success of projects it has influenced over its first year in operation can serve as models for these organizations as they begin to implement their work plans in support of California's environmental policy loading order. Regional collaboratives will be given technical assistance to perform data diagnostics, develop regional partnerships, leverage public/private resources and create strategic plans for sustainability.

2010-2011 will be a challenging year for California as it continues to implement its ambitious economic and environmental initiatives. The Council has demonstrated that the knowledge, experience, and expertise exists within its member Agencies, expert advisors and partners to meet this challenge. As the work of the Council unfolds over the next year, it will adhere to the principles outlined in the Premise Document and it's business plan as the touchstones for its actions. The Council will continue to serve as a neutral broker, and will partner with the public and private sectors to develop meaningful, high-impact workforce initiatives in line with the State's environmental policies, responsive to the demands of the private sector and delivered through the well organized regional partnerships that comprise the state's workforce development system.



## APPENDIX 1- MEMBERS OF THE GREEN COLLAR JOBS COUNCIL (GCJC)

<b>Barry Sedlik</b> , Chair, GCJC President, CA Business Ventures Pasadena, CA	<b>Randall Hernandez, Sr.</b> V.P/Sr. Public Policy Executive Bank of America Foundation Long Beach, CA
<b>Jamil Dada</b> , Vice Chair, GCJC Senior Financial Manager, Provident Bank Riverside, CA	<b>Victoria Bradshaw</b> , Secretary Labor and Workforce Development Agency Sacramento, CA
<b>Andrea Baker</b> Chair, California Workforce Association Yuba City, CA	<b>Marty Keller</b> , Director Office of the Small Business Advocate Governor's Office of Planning & Research Sacramento, CA
<b>Bob Balgenorth</b> , President State Building and Construction Trades Council of California Sacramento, CA	<b>Brian McMahon</b> , Director California Employment and Training Panel Sacramento, CA
<b>The Honorable Karen Bass</b> Speaker /District 47 California State Assembly District 47	<b>The Honorable Jack O'Connell</b> State Superintendent of Public Instruction Department of Education Sacramento, CA
<b>Kim Belshé</b> , Secretary California Health and Human Services Agency Sacramento, CA	<b>V. Manuel Perez</b> Assemblymember/80 <sup>th</sup> District State Capitol, Sacramento, CA
<b>Norris Bishton</b> , Attorney NOARUS Auto Group Los Angeles, CA	<b>Art Pulaski</b> , Executive Secretary/Treasurer California Labor Federation, AFL-CIO Oakland, CA
<b>Dale Bonner</b> , Secretary Business, Transportation and Housing Agency Sacramento, CA	<b>Jack Scott</b> , Chancellor California Community Colleges Sacramento, CA
<b>Karen Douglas</b> , Commissioner California Energy Commission Sacramento, CA	<b>Timothy Simon</b> , Commissioner California Public Utilities Commission San Francisco, CA
<b>The Honorable Denise Ducheny</b> Senator 40 <sup>th</sup> District California State Senate	<b>The Honorable Sandré Swanson</b> Assembly Member District 16 California State Assembly
<b>James Goldstene</b> , Executive Officer Air Resources Board Sacramento, CA	<b>Audrey Taylor</b> , President/CEO Chabin Concepts, Incorporated Chico, CA
	<b>Willie Washington</b> , Consultant California Manufacturers & Technology Association Sacramento, CA

# CA Workforce Investment Board

Planning Unit: Green Jobs

Fiscal Year: 2009



**Barbara Halsey, Executive Director**

Last Updated: 02/22/10



**vision**

Over the next 18 to 24 months the GCJC will identify and facilitate the development of the framework, funding, strategies, programs, policies, partnerships and opportunities necessary to address the need for a highly skilled and well-trained workforce in support of California's green businesses and economy. Through its work, the council will serve as a catalyst for the creation of sustainable regional sector strategies that will be managed through regional partnerships.



**mission**

Catalyzing California's Green Workforce Development



**objectives**

- Secure a minimum of \$30 Million to support the CA Green Workforce Training Initiative by 9/30/10



**strategies**

- Neutral broker that will guide discovery, investments, direction & accountability
- Statewide hub, national model, resource for agencies & legislature cultivating initiatives
- Strengthen regional competitiveness by incentivizing data driven planning & measure results
- Ensure creation/sustainability of a sector strategy by fostering regional partnerships
- Form strategic alliances with business to understand their green workforce needs
- Increase education pathways that lead low wage workers to well-paying jobs
- Ensure entrepreneurs receive training necessary to create/compete in green economy
- Use technology to improve data, bridge systems, facilitate communication with partners
- GCJC work will be done when collaboration becomes routine: education & career pathways merge



**action plans**

- **Sector Strategies:** Release SFP for regional technical assistance funding
- **Sector Strategies:** Provide a teleconferenced information meeting for prospective applicants of SFP
- **Sector Strategies:** Convene and provide training and technical assistance to regional planning SFP grantees
- **Communication & Outreach:** Complete planning for regional forums including agenda, dates & facilitators.
- **Policy:** Provide updated report and education session for legislators.
- **Communication & Outreach:** Hold at least 3 roundtables on sector strategies
- **Technology:** Update website to include information & resources re: GCJC
- **Entrepreneurship:** Catalog the resources available to business to create & compete in the Green Economy
- **Strategic Alliances:** Convene EDF, Connectory and others to build business to business resources

## State Energy Sector Partnership (SESP) Regional Teams

In order to maximize the outcomes the GCJC designed a joint review process, through which, both the Clean Energy Workforce Training grantees and the SESP Regional Teams would be chosen. This review focused on identifying regional projects which demonstrated strong a collaborative approach to designing workforce solutions, bringing together broad partnerships with business, economic, workforce, education and labor organization for the purpose of designing demand responsive training programs and connecting trainees to employment upon completion.

*Alameda County Workforce Investment Board* – In order to meet the growing demands of the green sector in the Bay Area, the region must quickly prepare skilled workers for green jobs in emerging high-growth fields such as residential retrofits. The initiative's efforts will lead to immediate job placement in green retrofit through training classes taught by Build it Green, California Building performance Contractors Association, and Green Plumbers USA. The project will serve 225 participants and will specifically target displaced auto-workers from the impending NUMMI plant closure.

*Los Angeles City Workforce Investment Board*- The Los Angeles Department of Water and Power (LADWP) Electrical Tester Apprenticeship Program (ETAP) will train new Electrical Testers to maintain and test renewable and conventional resource control equipment. In addition the Los Angeles Green Building Pre-Apprenticeship Academy will offer the target population career focused short-term training programs that integrate industry awareness and skill attainment, academic and basic skills remediation and supportive wrap-around services.

*Northern Rural Training and Employment Consortium*- The Green Building Training Partnership's program at Butte College will be part of an articulated, sequenced pathway from the ROP/High School to Butte College to California State University.

*San Diego Workforce Partnership* - The San Diego Green Building Apprenticeship Readiness Partnership will prepare individuals for jobs in the green building and energy efficiency industry sector, by offering courses in basic construction principles, environmental literacy, energy fundamentals, retrofits and energy efficiency, solar hot water installation, and design principles.

*Sacramento Employment and Training Agency* – SETA will prepare individuals using three programs. The Sacramento Region Green Initiative will focus on the energy and water efficiency sector with upgrade skills training in several green career clusters. In addition the Sacramento Region Green Building Pre-Apprenticeship Training Partnership will prepare participants with little or no prior construction experience for registered apprenticeship programs

and jobs in the building retrofit field. The Sacramento Regional Alternative Vehicle and Fuel Workforce Training Program will provide industry and entry-level training to prepare technicians to work with alternative vehicles, fuel systems, diagnostic tools, and technical software.

*San Joaquin Valley Regional Team* – This proposed Regional Team will perform research and analyses of one or more green regional industry clusters of opportunity. It will undertake a process of joint priority setting to design and implement a collaborative industry cluster engagement strategy. The Regional Team will also identify and connect specific investments and other commitments among public and private entities to advance the regional competitive position, design educational programs that compliment the career opportunities identified, recruit target populations for enrollment into industry relevant training programs and support trainees with wrap-around supportive services and placement assistance, with the goal of serving a minimum of 200 participants.

**State Energy Sector Partnership  
Advisors**

Doug Avery  
Project Manager  
Southern California Edison

Woodrow Clark  
Managing Director  
Clark Strategic Partners

Brian Gitt  
Principal  
Bevilacqua-Knight Inc.

Jim Hawley  
Senior Vice President  
Technet

Sue Kateley  
Executive Director  
California Solar Energy Industries Association

Doug Payne  
Executive Director  
Solar Tech

Hank Ryan  
Executive Director  
Small Business California

Van Ton-Quinlivan  
Director Strategic HR Programs  
Pacific Gas and Electric Company

## Regional Industry Clusters of Opportunity Awardees

Each of the successful applicants received \$200,000 of Recovery Act funding and those applicants that focus activities on Alternative and Renewable Fuel and Advanced Vehicle Technologies will receive AB 118 funding up to \$50,000.

The 10 entities receiving Regional Industry Clusters of Opportunity grants include:

Applicant Name	Region (Counties)	Recovery Act Amount	AB 118 Amount	Total Award
Fresno County Workforce Investment Board	Amador, Calaveras, Fresno, Kern, Kings, Inyo, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne	\$200,000	\$0	<b>\$200,000</b>
Humboldt County Workforce Investment Board	Del Norte, Humboldt, Mendocino, Siskiyou, Trinity	\$200,000	\$0	<b>\$200,000</b>
Northern Rural Training and Employment Consortium	Butte, Del Oro, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity	\$200,000	\$49,000	<b>\$249,000</b>
North Valley Job Training Consortium (NOVA)	Santa Clara, San Mateo	\$200,000	\$0	<b>\$200,000</b>
Pacific Gateway Workforce Investment Board	Los Angeles, Orange, Ventura	\$200,000	\$49,987	<b>\$249,987</b>
Sacramento Employment Training Agency	El Dorado, Sacramento, Sutter, Yolo, Yuba	\$200,000	\$0	<b>\$200,000</b>
San Bernardino County	Riverside, San Bernardino	\$200,000	\$49,000	<b>\$249,000</b>
San Diego Workforce Partnership	San Diego	\$200,000	\$0	<b>\$200,000</b>
Santa Barbara Workforce Investment Board	San Luis Obispo, Santa Barbara, Ventura	\$200,000	\$50,000	<b>\$250,000</b>
Workforce Investment Board of Contra Costa	Alameda, Contra Costa, Solano	\$200,000	\$0	<b>\$200,000</b>



## **The Green Collar Jobs Council's Position on the Green Economy and Green Collar Jobs A Foundation for Deliberation and Investment**

The Green Collar Jobs Act (AB 3018), signed into law by Governor Schwarzenegger in 2008, established the Green Collar Jobs Council (GCJC) under the purview of the California Workforce Investment Board (CWIB).

The Green Collar Jobs Council is tasked with understanding the current and future workforce needs of the Green/Clean economy, and developing a comprehensive strategy to prepare California's workforce to meet the needs of businesses as the transition to a more sustainable Green/Clean economy takes place. The Green Collar Jobs Act requires that the CWIB utilize a sector strategy approach in addressing California's workforce needs and align its approach with the Economic Strategy Panel's work on regional economies and industry clusters. The Council must ensure that efforts aimed at improving the skills of today's workers are effective and well coordinated. Likewise, projects undertaken to prepare tomorrow's workers for the emerging green collar economy must also be well synchronized.

Regarding the GCJC, Governor Arnold Schwarzenegger has said, *"As we continue to navigate California's economic recovery, we want to make sure our businesses and residents are ready to compete for new markets and changing jobs. The Green Collar Jobs Council will work with leaders in education, workforce development and business throughout the state to ensure California is on the leading edge of the new green economy—and able to meet the job demands it brings."*

In order to effectively meet its charge, the GCJC needs to understand the Green/Clean Economy, how the GCJC's decisions may influence the Green/Clean Economy, and how this economy may potentially impact the State's residents and environment. This position paper will serve as a guide to the GCJC as it deliberates strategies and policies to prepare the Green workforce, and make recommendations on the use of resources to meet the demands of the emerging Green/Clean economy.

### **Background**

California has a long-standing history of leading implementation of environmental policy. Most recently, the enactment of the California Global Warming Solutions Act (AB 32) and the Alternative and Renewable Fuel and Vehicle Technology Program (AB 118) have demonstrated that California is becoming a national and global leader in combining advances in public policy and private sector innovation to enhance both environmental quality and economic growth. With the venture capital community heavily investing in a range of clean technologies, state leaders know that policy decisions along with new investments signal transformation for the entire California economy. Current challenges now exist around understanding what makes up the green economy, what existing jobs are being transformed, what new jobs are being created, and what implications these events have on education, economic, and workforce development policy issues. During this economic transformation California will need to support the transition of its traditional businesses and workers in industries which may be adversely affected by policies enacted to mitigate global warming trends. Just as there is interest in understanding and developing effective strategies to meet the needs of emerging businesses and develop skilled workers for the jobs they will create, there is recognition that the competitiveness of traditional businesses may be at risk. As new environmental regulations are implemented it will be critical to design strategies to retain, re-equip, and re-train these traditional

economic drivers in order to retain the job base they represent and bolster their opportunities to participate in this economic transformation.

California has historically maintained an economic competitive advantage due to its innovative industries and highly skilled workforce. These enviable advantages are rooted in California's support of its business and industry and the educational attainment of its workers. This commitment must continue and evolve if California is to grow its next wave of competitive and innovative industries and workers.

## **Research**

In March of 2008, California's Economic Strategy Panel (Panel) published a report entitled *Clean Technology and the Green Economy: Growing Products, Services, Businesses and Jobs in California's Value Network*. The report's primary objective was to help define California's green economy and provide state policy leaders with information needed to address the challenges presented above. In this publication, the Panel asserts that new discoveries and demand for green technologies are fueling the expansion of business activities across the entire economy. This assertion is critical to how green occupations are understood and defined.

The Panel discusses the greening of California's economy not as the development of new and unfamiliar industries, but rather the transformation of familiar industries within the existing economy as they begin to "make more efficient and sustainable use of our limited natural resources".

This noteworthy observation by the Panel is important as the Green Collar Jobs Council considers how to frame the workforce development strategies in support of this economic opportunity. While there is potential for completely new skill sets to be required by segments of the green economy, a majority of the jobs that will be associated with it are familiar and may spring from industries which have historically suffered from declining job numbers. Remarkably, two industries often cited for job losses statewide are poised for potential growth as the Green Economy takes shape, namely, construction and manufacturing.

Any attempt to define "green jobs" in a state with an economic base as diverse and extensive as California's would be flawed unless it assumed the potential for job growth from an economic value network and product value chain perspective. To be successful in its charge the GCJC (and the Panel) will continually engage the range of leaders contributing to this economic transformation and consider policy implications to facilitate growth and competitiveness of the emerging green economy. The report will be one of the foundation documents that the GCJC shall consider in its deliberations on policy and investment in Green Workforce Initiatives. The GCJC will also look to the emerging field of research and practice on sector strategies and industry clusters as it seeks to develop a robust and sustainable approach to the development of the workforce needed to support Green enterprise. The description of the Economic Strategy Panel's report is brief, and the following link is provided to offer readers the opportunity to review this document in its entirety. *Draft Green/Clean Economy Report*

In addition to the report, the Panel and the Employment Development Department's Labor Market Information Division (LMID) have developed a working definition of the Green Economy and the jobs associated with it. This definition is the result of reviewing nearly 100 documents published on the Green economy. This body of work encompasses findings from a wide variety of organizations from throughout

the United States and is garnering national attention. Below is the abbreviated working definition as represented by the acronym “GREEN”:

Green or clean is any activity or service that performs at least one of the following:

- **G**enerating and storing renewable energy
- **R**ecycling existing materials
- **E**nergy efficient product manufacturing, distribution, construction, installation, and maintenance
- **E**ducation, compliance and awareness
- **N**atural and sustainable product manufacturing

The full definition is broad, fairly comprehensive, and connects the green categories and industry titles to the North American Industrial Classification System (NAICS). It will be modified as needed following analysis of the LMID’s green survey responses during the summer of 2009. It provides a broad foundation upon which the GCJC can build strategies. This document will be considered as another key piece of information for the GCJC as it deliberates the workforce needs of California’s Green economy. *LMID Green Definition*

### **Value Proposition**

The Green Economy holds an additional value proposition in the business and employment benefits it may produce for Californians. For this value proposition to materialize it is incumbent that the education, workforce, and economic development systems transform themselves, in much the same way business will need to transform to remain competitive. Failure to do so may risk California’s ability to capitalize on the opportunities in the emerging Green Economy, and cause us to lose our competitive global economic advantage to other states and countries.

Through discussion and input from a variety of stakeholders including GCJC members, State agencies, various philanthropic organizations, community based organizations, and others, it is believed that the GCJC’s decisions and recommendations will benefit from establishing guiding principles that reflect the values associated with the Green Economy. These values are also found in much of the literature available on the Green Economy and Green jobs.

From a business perspective, this economic opportunity holds promise for:

- A business environment which provides greater opportunity for business start-up, expansion, retention and growth, including improved opportunity for minority and women-owned enterprise;
- Recognition of the critical role played by entrepreneurs in this emerging economy, and reward for innovation;
- Spread of economic benefit to all groups while creating new public/private partnerships never thought probable before;
- Investment in the growth and support of a sustainable economy through the effective leveraging of fiscal and other resources; and
- Strong collaboration between business leaders, and stakeholders in education, economic and workforce development, as well as community based and philanthropic organizations, ensuring business needs are supported by a skilled and talented workforce.

From an employment perspective the Green Economy holds the promise of jobs that:

- Provide incomes which allow individuals and families to achieve a higher quality of life recognizing that family-sustaining and prevailing wages (where applicable) may differ regionally;
- Provide career pathways which are connected to a full complement of educational opportunities (including state certified apprenticeship and certification programs) which lead low-income and unemployed individuals out of poverty, and provide incumbent workers advancement opportunities;
- Impact the environment in a positive way by providing products and services which promote renewable energy, reduce pollution, conserve energy and natural resources and restore or enhance the environment while spreading environmental, economic and wellness benefits to all individuals; and
- Provide employment stability and are sustainable.

### **Considerations for a Workforce Development Strategy**

The GCJC's Short Term strategy will:

- Preserve California's economic competitiveness and support workers during the transition to a Green/Clean economy;
- Focus on workforce development solutions for industries which support the green initiatives identified in ARRA including Smart Grid Transmission, Renewable Energy, Energy Efficiency, Weatherization, and others as identified;
- Develop/respond to grant opportunities which support preparation of unemployed, underemployed, low-income, displaced and incumbent workers, as well as at risk youth for employment in careers in the green economy--to include assessment, training, internships, On-the-Job Training, connection to state approved apprenticeship programs and job placement;
- Partner with and influence education at all levels (K-12 and Community Colleges, the CSU and UC) to prepare young people for the work of tomorrow—emphasizing the critical need for Science, Technology, Engineering Mathematics, Career Technical Education, and encouraging educational models that connect the rigor of classroom instruction with the relevance of real world-of-work application, soft skills training--including people skills, problem-solving and critical thinking, work readiness skills, enthusiasm, and creativity
- Identify and develop career pathways for short and long term industry demand for green jobs, for example, link job training and employment in weatherization programs to advanced training and employment in building retrofit projects.;
- Create flexible opportunities for incumbent workers to obtain additional training to meet changing workplace demands;
- Seek additional funding opportunities, applying for any federal, state, or other funding under the auspices of the California Workforce Investment Board; and
- Develop a partnerships with California Businesses (and labor-management partnerships where appropriate) to ensure there is a well trained workforce which meets needs of employers.

The GCJC's Long Term strategy will:

- Identify industries for focus beyond ARRA, and work through regional partnerships to disseminate information critical to strategic planning and sector based strategy development;
- Promote a workforce development model which creates a well-trained, highly skilled workforce that is flexible, more adaptable, and equipped to handle the complex work environment presented by California's economy;
- Continue to support expansion of *innovation and development* in renewable energy;
- Focus on California's comparative green advantage, designing projects that support what can be produced in California, used in California and exported from California;
- Structure grant opportunities to support preparation of unemployed, underemployed, low-income, displaced and incumbent workers, as well as at risk youth for employment in careers in the green economy to include assessment, training, internships, On-the-Job Training, connection to state approved apprenticeship programs and job placement
- Continue to support energy efficiency and weatherization, and work to connect these career pathways to the jobs that will emerge as building retrofit efforts get underway;
- Develop policies and programs needed to encourage business investment in green initiatives; and
- Align closely with other initiatives (educational awareness, environmental and regulatory) to mitigate negative environmental and job impacts through green investments.

The GCJC will provide:

- Broad state level direction (may be influenced by California Working GREEN definition discussed above) on investment in green workforce strategies; and
- Support for regional action derived through economic trend analysis, workforce needs analysis, sector strategy development and sustainable planning practices based on broad participation in the planning process from local business, workforce development, economic development, local elected officials, education, labor—the brain trust that collaborates to plan for the best future for all in their region.

## **Summary**

Over the next 18 to 24 months the GCJC will model the framework, funding, strategies, programs, policies, partnerships, and opportunities necessary to address the need for a highly skilled and well trained workforce in support of California's green businesses and economy. Through its work, the Council will serve as a catalyst for the creation of sustainable sector strategies that will be managed through regional partnerships.

To guide this work the GCJC will use the two foundation documents (the ESP's report and California's Working Definition of the Green Economy). Additionally, the GCJC will use the values and aspirations cited above to ensure that the promises of the Green economy are shared by all Californians, and that California's environment is protected for current and future generations. None of the foundation documents, premises or framework statements will take necessary precedence over another, or be considered individually. Rather, they will be taken as a whole to fully inform and support the work of the GCJC.